

Message Text

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65

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 USIA-15 /029 W
----- 018763

R 261230Z FEB 76
FM AMCONSUL JOHANNESBURG
TO USDOC WASHDC
INFO SECSTATE WASHDC 4480
AMEMBASSY PRETORIA
AMCONSUL CAPE TOWN
AMCONSUL DURBAN

UNCLAS JOHANNESBURG 0276

E.O. 11652: N/A

TAGS: BEXP, ETRD

SUBJECT: COMMERCIAL PROGRAM: HEALTH CARE CATALOG EXHIBITION

REF: A) USDOC 2970, B) JOHANNESBURG 0266

FOR BIC/OIM/SAD: REPETERSON; BIC/OIM: CMM: SKMILLER

1. FOLLOWING UP YAOUNDE CA CONFERENCE AND USIA COMMERCIAL PROGRAMS
SUPPORT SUGGESTIONS, JOHANNESBURGS BPAO AND COMMERCIAL OFFICER HAVE
CONFIRMED FINAL DETAILS FOR USE USIS FACILITIES AT JOHANNESBURG FOR
SUBJECT EXHIBITION. BPAO INFORMS THAT LOCAL USIS RECORDER AND MON-
ITOR FOR VTRS IS RCA-NTSC (525 LINES) ONE HALF INCH REEL TO REEL
SYSTEM FOR VTR TAPES.

2. WE SUGGEST PARTICIPATING AMERICAN COMPANIES SUBJECT EXHIBITION
BE INVITED PRODUCE SHORT VTRS FOR USE DURING CATALOG EXHIBITION AND
IN SUPPORT INDUSTRY EXPERT ALBERT CASSAK WHO WILL BE IN ATTENDANCE
BOTH AT JOHANNESBURG AND CAPE TOWN. THIS SHOULD BE PARTICULARLY
IMPORTANT FOR FIRMS WHOSE DIB - 432 P INDICATES NEW-TO-MARKET
STATUS OR SEEKING REPRESENTATION.

3. IF POSSIBLE, SUCH TAPES SHOULD BE AIRPOUCHED TO JOHANNESBURG.
IF THIS NOT POSSIBLE IN TIME MEET OPENING DATE SHOW JOHANNESBURG
MARCH 29 AND CAPE TOWN APRIL 5, SUGGEST TAPES EITHER BE AIR
FREIGHTED

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(WITH AIRWAYBILL NUMBERS SUPPLIES JOHANNESBURG BY CABLE)

OR PERHAPS BE HAND CARRIED BY INDUSTRY EXPERT CASSAK.

4. WE WOULD APPRECIATE BEING ADVISED OF ACTION BEING TAKEN, IF ANY,
IN ANY EVENT, SO THAT USIS MAY ORGANIZE EXHIBITION SITE
ACCORDINGLY IN ADVANCE AND COMMERCIAL OFFICES CAN USE INFO IN
SUPPORT MARKET DEVELOPMENT PROGRAMS.
GUTHRIE

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